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# *Inland Empire Clusters of Opportunity Action Plan*



**June 16, 2011**



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# *Identifying Inland Empire Industry Clusters*

## *Background*

- Starting in 2008, a team from Riverside and San Bernardino Counties met monthly to uncover regional clusters of opportunity
- Two clusters met the team's criteria:
  - ❑ Renewable Energy cluster of emerging industries
  - ❑ Recession Resistant cluster of existing industries
    - Health care
    - Logistics
    - Certain professional and business services
- In 2010, commissioned two-county labor market survey to validate the data analysis

# *Identifying Inland Empire Industry Clusters*

## *Cluster Analysis Under RICO*

- Health Care Cluster
  - ❑ Most recession resistant cluster from our 2008-09 data analysis
  - ❑ Population-driven, new medical school opening at UC Riverside, livable wages, growth opportunities
- Logistics/Green Transportation Cluster
  - ❑ Logistics is fairly recession resistant
  - ❑ Cluster has high location quotient, good wages and consistent growth
  - ❑ Green transportation chosen to assess whether proposed partnerships and pilot AB 118 projects are viable

# *Two Methods of Engaging Employers*

- Employer Forums
- Two-County Labor Market Study



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# *Health Care Employer Forums*

- Health Care Cluster Employer Forums
  - ❑ Majority from hospitals, 2 clinics, health care associations, ambulance company, colleges, universities and ROPs
- Health Care Priority Opportunities Selected by the Group
  - ❑ Region-wide health care career pipeline/pathways
  - ❑ Health IT
  - ❑ Attracting and retaining physicians

# *Health Care Cluster Priorities*

- **Regional Health Care Career Pipeline/Pathways**
  - Engaged experts in mapping pipeline (Coachella Valley Economic Partnership) – subgroup of employer forum
  - Centers of Excellence now gathering and synthesizing health care workforce data (40+ regional studies)
    - Result will be one comprehensive labor market report – key trends, gap analysis, sector growth potential
  - Results from COE report used to develop concept paper to give global vision of IE's health care workforce pipeline story
    - Long-range planning through 2030
    - Present concept paper to funders

## *Health Care Cluster Priorities (continued)*

### ■ Health IT Literate Workforce

- ❑ Compile list of HIT vendors, recommended HIT software
- ❑ Work with associations, employers to understand industry needs
- ❑ Collaborate with So. Calif. Health Workforce Initiative for curriculum development and community college training

### ■ Attracting and Retaining Physicians

- ❑ Regional marketing and branding campaign to attract physicians
- ❑ Policy proposals such as forgiving student loans in exchange for practicing in the region
- ❑ Advocating for higher reimbursement rates in Inland Empire

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# *Logistics/Transportation Employer Forums*

- Logistics/Transportation Cluster Employer Forums
  - ❑ 3 logistics firms, transit agency, trucking company, medical transport business, bus sales, vehicle manufacturer, local university, city transportation department
  - ❑ Recruitment difficult to get participation
  
- Logistics/Transportation Priority Opportunities
  - ❑ Career awareness and job training strategies
  - ❑ Strategies to help reduce greenhouse gas emissions



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# *Logistics/Transportation Cluster Priorities*

- **Career Awareness and Job Training**
  - ❑ Share best practices of successful internship/work share model
  - ❑ Invite all forum participants to join San Bernardino County's Transportation Council (Goal: identify employment and training needs of transportation and logistics industries)
  
- **Help Reduce Greenhouse Gas Emissions**
  - ❑ San Bernardino County trialing Esri's Route Optimization software with private sector partners to see if software is effective in reducing carbon emissions (decrease idle time and fuel consumption)
  - ❑ Support manufacturer developing particulate filter for vehicle retrofits

# *AB 118 Strategies*

- Mechanic training program to convert vehicles to CNG
  - ❑ 3 to 6 incumbent workers to be trained
  - ❑ Initially convert 6 medical transport vehicles, ARB certified
  - ❑ Future conversions to be done 6 at a time until Premier Medical Transport's entire fleet converted to CNB
- Pilot project with Stater Bros. Markets
  - ❑ Lease electric off-road vehicles for goods movement in 2.1 million sq. ft. distribution center (vehicles ARB certified)
- Outreach campaign to regional independent trucking firms
  - ❑ Through email blast and online survey to compile employer feedback, send AQMD information on incentives for retrofits and purchasing new alternative fuel vehicles

## *Also Engaged Employers in a Labor Market Survey*

**[www.usworks.com/InlandEmpire](http://www.usworks.com/InlandEmpire)**



Click on any of these tabs to get to the survey result information.

- 3,358 employers contacted Sep. to Nov. 2010
- Renewable Energy and Recession Resistant cluster industries surveyed
- Gathered detailed occupational data
- Asked to identify major challenges, and if they'd join future cluster focus groups

# Sample of Labor Market Survey Results Web Page

www.usworks.com/InlandEmpire

The screenshot shows the 'Employer Listings' web page. On the left is a navigation menu with links like 'Welcome', 'Northwest Region', 'Change Area', 'Occupations', 'Industry', 'Community Directory', 'Learning Exchange', 'Survey Details', 'About this Site', 'Administrative Tools', 'Sponsors', and 'Labor Market Analysis Report'. The 'Labor Market Analysis Report' link is highlighted, and an arrow points to a thumbnail of the report cover. The main content area is titled 'Employer Listings' and features a search bar. Below the search bar, it says 'Employers for Recession Resistant in Northwest Region'. There are filters for 'Restrict to city:' (with 'All Cities' and 'Riverside' options), 'within 25 miles', 'order by', and 'then by'. A 'SEARCH' button is at the bottom right. Below the search bar, there is a 'Search Results' section showing a table of employers. The table has columns for Employer, City, ZIP, Industry, Size, and Website. The results are for Riverside, ZIP 92509, and include employers like '123 Smile Dental Care', 'A Coming Of Age To Adulthood', 'ABC Foster Family Agency', 'Addus Healthcare', 'Advance Enterprises', 'Agape Care Development LLC', and 'Ahern Adcock Devlin LLP'. A note at the bottom of the search results section states: 'Note: The default sorting order of the employer records is by city then by name. If you want to change the sorting order, please select an option from the "order by" selection box and then another option from the "then by" selection box. You can also restrict city or select a radius from a selected zipcode before you click on the "search" button.'

Executive Summary and Analytic Report

November 2010

Inland Empire  
Labor Market Survey  
Riverside County  
San Bernardino County

WIB  
EDA  
C-O-E

58-page analytic report of survey results, with skill gaps and recommendations

Findings validate our health care pipeline work and clusters analysis, as renewable energy and health care likely to be key to the Inland Empire's future growth

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## *Leveraging Resources and Commitments*

- Riverside and San Bernardino County WIB's invested \$250,000 for labor market study
- Rely on the expertise of health care employer forum participants in pipeline/pathways work, strategic planning and curriculum development and implementation
- Form partnerships with existing groups to leverage resources, avoid duplicating strategies and provide one strong regional voice
  - Coachella Valley Economic Partnership's Renewable Energy Roundtable
  - Inland Empire Solar Energy Council
  - Inland Coalition for Health (formerly Health Executive Exchange)

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# *Sustainable Systems Changes*

- Cluster initiative enjoys broad-based support from Workforce Investment Boards in Riverside and San Bernardino Counties
  - Strong, unified voice for public policy advocacy
- Inland Empire Clusters of Opportunity team will continue to meet after the RICO project ends in June 2011
  - Cluster mobilization an ongoing process; will support health care group
- Expanded focus of Transportation Council, originally formed in 2006 as part of the San Bernardino County WIB
  - Riverside County employers, educators and government staff to attend
- Continued use of RICO process of employer engagement
  - When convene future focus groups, such as for renewable energy cluster, will use techniques to find out employers' priority strategies

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# *Questions*



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# *Contact Information*

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